SAUMYA PANT, Ph.D. saumyaz@gmail.com

206 East State Street, Athens, OH 45701 +1 929-255-7628

***EDUCATION***

2007 Ph.D. (Communication), Ohio University, United States

2002 Women’s Studies Graduate Certificate, Ohio University, United States

2000 M.A. (Communication), Ohio University, United States

1997 M.A. (Mass Communication), Pune University, India

1992 B.A. (History), Delhi University, India

# PROFESSIONAL EXPERIENCE

**Lecturer,** August 2017 – present

Ohio University, School of Media Arts and Studies

**Visiting Professor,** August 2016 – present

Ohio University, School of Communication Studies

**Founding Partner,** March 2014-Present

Siya Consulting, India

**Associate Professor (Tenured),** June 2010-July 2015

MICA (www.mica.ac.in), Ahmedabad, India

**Visiting Associate Professor**, July 2012 – 2015

Bangkok University, Thailand

**Visiting Faculty**, May 2012

University of Southern Denmark, Odense, Denmark

**Assistant Professor,** Fall 2008-June 2010

University of New Mexico, Department of Communication and Journalism

**Visiting Professor**, Fall 2007-June 2008.

## Ohio University, Women’s Studies.

**Director of Undergraduate Studies**, Fall 2007-June 2008

Ohio University, Center for International Studies.

**Faculty.** (2006).

Zayed University, Abu Dhabi, United Arab Emirates, College of Communication and Media Sciences.

**Adjunct Faculty.** (2002-2004; 2006-2007).

Ohio University, School of Communication Studies.

**Teaching and Research Assistant.** (1998-2002).

Ohio University, School of Communication Studies.

**Intern**. (Summer, 2001).

Summer Institute for Intercultural Communication, Forest Grove, Oregon.

**Program Manager**. (Summer, 1997).

Center for Media Studies, New Delhi, India.

Project: Evaluating the impact of a radio soap opera, “Tinka Tinka Sukh” in Village Lutsaan, Uttar Pradesh: A reception study.

**Intern**. (Winter, 1996).

Ammirati Puris Lintas, New Delhi, India.

Project: A study of media consumption among adolescents in New Delhi, India.

**Project Manager.** (Summer, 1996).

United Nations Children’s Fund (UNICEF), Zanzibar, Africa.

Project: An analysis of child abuse and media consumption in the coastal region of Zanzibar.

***PUBLICATIONS***

***Journal Articles***

Gadekar, R. & Pant, S. (2015). Exploring Facebook users' privacy knowledge, enactment and attitude: A study of Indian youth. International Journal of Communication Research, 5(4), 273-283.

Jain , V & Pant, S. (2015). Positioning Generation Y for Effective Mobile Communication: The Case of Three Cities in India. Transnational Marketing Journal, 3(1), 1-26 (Transnational Press London, UK).

Pant, S and Jain, V. (2013). A Comparative Analysis of Mobile Marketing: A Case Study Approach. Middle East Media Educator, 3, 87-96.

Krolokke, C & Pant, S. (2012). ‘I only need her uterus’: Neoliberal Discourses on Transnational Surrogacy. Nordic Journal of Women Studies (NORA), 20(4), 233-248.

Jain, V and Pant, S (2012). Navigating Generation Y for Effective Mobile Marketing in India: A Conceptual Framework. International Journal of Mobile Marketing, 7(3), 56-65.

Pant, S. and Jain, V. (2012). Mobile Marketing: Positioning an Indian Framework, Indore Management Journal, Special Issue Referred Proceedings titled, Excellence in Research and Education. pp. 129-145

Jain, V., Pant, S. & Daswani, **A**. (January, 2012). Mobile Marketing: The Emerging Indian Perspective. International Journal of Mobile Marketing, 6(2), 17-27.

Krolokke, C., Foss, K., & Pant, S. (July, 2012). Fertility Travel: The Commodification of Human Reproduction. Cultural Politics, Special Issue.

Singhal, A., Rao, N., & Pant, S. (2006). Entertainment-Education and Possibilities for Second-order Social Change. Journal of Creative Communications, 3(1), 2006.

Singhal , A., Papa, M.J., Sharma, D., Pant, S., Worrell, T., Muthuswamy, N. & Witte. K. (2006). Entertainment-education and Social Change: The Communicative Dynamics of Social Capital. Journal of Creative Communications,1(1): 1-18.

Pant, S., Singhal, A., and Bhasin, U. (2002) Using radio drama to entertain and educate: India’s experience with the production, reception, and transcreation of “Dehleez.” Journal of Development Communication, 13(2), 52-66.

Papa, M. J., Singhal, A., Law, S., Pant, S., Sood, S., Rogers, E. M., and Shefner-Rogers, C. (2000). Entertainment-education and social change: An analysis of

parasocial interaction, social learning, collective efficacy, and paradoxical communication. Journal of Communication, 50(4), 31-55.

# Book Chapters

# Pant, S, Pathak-Shelat, M, Sharma, A, & Krishnatray, P. (2016). Exploring individual, cultural and structural components of health communication programs: A gender integrative approach. In R. K. Vemula & S. M. **Gavaravarapu** (Eds.), Health communication in the changing media landscape: Perspectives from developing countries. A Palgrave and IAMCR Series.

Gaur, S., Pant, S & Sinha, A. (2014). Communication & Women Empowerment: Issues and Challenges. In A. Mohapatra (Ed.), Development Issues in India: Policies And Perspectives. Delhi: Manglam & Distributors.

Harter, L.M., Sharma, D., Pant, S., Sharma, Y., & Singhal, A. (2007).

Catalyzing social reform through participatory folk performances in rural India. In L. Frey & K. Carragee (Eds.), Communication and social activism (pp. 269-298). Cresskill, NJ: Hampton Press.

Singhal, A., Pant, S., and Rogers, E.M. (2000). Environmental activism through an entertainment-education soap opera in India. In M. Oepen and W. Whamacher (Eds.) Communicating the environment (pp. 173-177). Frankfurt, Germany: Peter Lag Publishers.

# Encyclopedia

Oetzel, J,. G. Pant, S., & Rao, N. (2016). Methods for Intercultural Communication Research. In J. Nussbaum (Ed.) *Oxford Research Encyclopedia of Communication*. New York: Oxford University Press.

Pant, S. (2009) International Development Theories. In S. Littlejohn & K. Foss (Eds.) *Encyclopedia of Communication Theory.* Sage.

# Reports

Pant, S., Ganesh B.E., Sarkar, S., Monga, C., Junaid, A., Sharma, A., Kaur, G., Rajan, B., Jagani, K., Rawat, S., Brahambhatt, K., & Mane, R. (2015). An Inquiry into the mHealth Behaviour in Samastipur, Bihar: Field Study Report. A Report submitted to Johns Hopkins University, Center for Communication Programs (JHUCCP), New Delhi.

Singhal, A., Witte, K., Muthuswamy, N., Duff, D., P.N. Vasanti, Papa, M.J., Harter, L.M., Sharma, D., Pant, S., Sharma, A.K., Worrell, T., Ahmed, M., Shrivastav, A., Verma, C., Sharma, Y., Rao, N., Chitnis, K., and Sengupta, A. (2004). Effects of Taru, a Radio Soap Opera, on Audiences in India: A Quantitative and Qualitative Analysis. New York: Population Communications International.

Pant, S. & Singhal, A. (1998). Community Effects of “Tinka Tinka Sukh”, an Entertainment-Education Radio Soap Opera in India: A Research Odyssey in Village Lutsaan of Uttar Pradesh State and Village Pohadibela in Bihar State. Athens, Ohio: School of Communication Studies.

***Book***

(Forthcoming) Untold Stories: Surrogacy in India. Orient BlackSwan.

# HONORS AND AWARDS

Annual Award for Outstanding Edited Scholarly Book in Applied Communication, National Communication Association for Harter, L.M., Sharma, D., Pant, S., Sharma, Y., & Singhal, A. (2007). Catalyzing social reform through participatory folk performances in rural India. In L. Frey & K. Carragee (Eds.), Communication and social activism. (pp. 269-298). Cresskill, NJ: Hampton Press.

# CONFERENCE PAPERS

Pant, S. (2015). Using Participatory Theater to Uncover the Narratives of Surrogacy in Gujarat, India: A Feminist Exploration. Paper presented at International Communication Association Conference in San Juan, Puerto Rico, USA.

Pant, S. and Rao, N. (2014). Presence versus Participation: Time, Class and Nature of Care. Paper presented at European Listening and Healthcare Conference on October 30th / 31st, Scandic Sanadome, The Netherlands.

Pant, S (2014). Positioning the Narratives of Surrogates in Anand, Gujarat: A Feminist Critique. Paper presented at Women’s World Congress in August, Hyderabad, India.

Patra, Santosh K. & Saumya Pant. (2014)**.** Inter-subjectivity’ World of Virtual Reality: facebook User’s Behaviour in the Context of Individual ‘Privacy’ and extended ‘Self and Identity’. *IAMCR.* India. 14-20 July 2014. India

Pant, S. (2012). Exploring Theater for Intercultural dialogue: The Case of Chharas in Gujarat, India. Paper presented at European Communication Research and Education Association Conference in October, Istanbul, Turkey.

Pant, S. (2012). For the Love of Children? The Economy of Desire in Cases of Transnational Surrogacy. Paper presented in Northern Gender Studies Conference at Roskilde University, Denmark.

Pant, S., and Jain, V. (2012). Mobile Marketing: Positioning an Indian Framework. Paper presented in 4th Conference on Excellence in Research and Education at the Indian Institute of Management Indore, India.

Pant, S. (2011). [Storytelling, Performance, Discovery, and Dialogue: Bringing the Margins Into the Center of Intercultural Communication Research](http://convention3.allacademic.com/one/ica/ica11/index.php?click_key=1&cmd=Multi+Search+View+Program+Load+Box+To+View&program_box_id=99432&PHPSESSID=bde4c3e3bf876414b8e519a859763767). Paper presented at International Communication Association Convention, Boston, USA.

Pant, S. (2010). Goddesses, Monsters, Heroes, and Villains: Rhetorical constructions of surrogacy in India. Panel presented at Society for Social Studies of Sciences (4S) Annual Meeting, Tokyo, Japan.

Pant, S. (2010). **‘**Taking Matters in My Own Hands’: A Feminist Understanding of Domestic Violence in India. Paper accepted at Crossroad Conference 2010 Organized by Association of Cultural Studies, Hong Kong.

Pant, S. (2010). Global Audiences in Globalized Contexts: The Politics of Participation, Citizenship, Consumer Culture, and Representation. Panel accepted at International Communication Association Conference, Singapore.

Pant, S. (2009). Role of participatory theater workshop in shaping health narratives of change in state of Bihar, India: Emerging discursive spaces for subaltern counterpublics. Panel presented at National Communication Association Conference, Chicago.

Rao, N., Singhal, A., & Pant, S. (2004). Positioning entertainment-education for second-order change. Paper presented at the third Entertainment-Education Conference, Cape Town, South Africa.

Papa, M.J., Muthuswamy, N., Witte, K., Sharma, D., Singhal, A., Pant, S., & Worrell, T. R. (2004). Entertainment-education and social change: The communicative dynamics of social capital. Paper presented at International Communication Association, New Orleans.

St. John, J., Mudambi, A., Sharma, D., Pant, S. (2004). Diffusion and problem of liberal democracy. Panel presented at International and Intercultural Communication

Division of National Communication Association Conference, Chicago.

Pant, S. (2004). Unintended consequences of local social change: The *Taru* radio soap opera and the diffusion of entertainment-education. Paper presented at the National Communication Association Conference, Chicago.

Chawla, D., Garrett, E.A., Lucas, K., Pant, S. (2004). Moving reflexivity forward: Looking back to apodictic sites/starting points. Panel presented at Ethnography Division of National Communication Association Conference, Chicago.

Pant, S. (2004). Locating the researcher in feminist ethnography: An Indian experience of shaping ethnographic identity while organizing for social change. Paper presented at the National Communication Association Conference, Chicago.

Singhal, A., Rao, N., Harter, L.M., Pant, S., Sharma, D., Chitnis, K., & Sengupta, A. (2004). “­Pushing the theoretical, methodological, and praxis envelope on entertainment-education: Lessons from an entertainment-education project in India for Global Africa.” Panel presented in the Entertainment-Education and the Global African Experience Conference, Ohio University.

Rao, N., Singhal, A., & Pant, S. (2004). Positioning entertainment-education for second-order change. Paper presented at the Entertainment-Education and the Global African Experience Conference, Ohio University.

Pant, S. (2004). How young women negotiate entertainment-education texts and enact empowerment in private and public spaces. Paper presented at the Entertainment-Education and the Global African Experience Conference, Ohio University.

Sharma, D., & Pant, S. (2004). Participatory folk theater with listeners of an entertainment-education radio soap opera. Paper presented at the Entertainment-Education and the Global African Experience Conference, Ohio University.

Sharma, D., Pant, S., Harter, L.M., & Singhal, A. (2004). “­Communication activism: Case studies of political activism.” Panel presented at the Political Communication Interest Group of Central States Communication Association Convention, Cleveland, OH.

Sharma, D., Pant, S., Harter, L.M., & Singhal, A. (2004). Participatory Folk Performances as Catalysts for Social Reform in Bihar, India. Paper presented at the Central States Communication Association Convention, Cleveland, OH.

Rao, N., Pant, S., Torres, M.B., Beckett, C.S., Sharma, D., & Sharma, Y. (2003). “Where is the book that tells me how to treat a Japanese patient?” A new look at cultural competence in physician patient interactions.” Panel presented at the Health Communication Division of National Communication Association Conference, Miami.

Pant,S., & Sharma, K. (2003). The realities of independent filmmaking in India: Sagas of the emerging Indian filmmakers. Paper presented at the Critical and Cultural Studies Division of National Communication Association Conference, Miami.

Pant, S. (2003). Politics of *Nautanki*: A manifesto for change. Paper presented at National Communication Association Conference, Miami Beach, Florida.

Pant, S. (2003). Secular theater and its politics: An interactive dialogue about North India’s musical folk form *Nautanki*. Panel presented at the Performance Studies Division of National Communication Association Conference, Miami.

Pant, S. (2003). Of masala and middle cinema: Examining multiple trajectories and readings of Bollywood. Panel presented at the Critical and Cultural Studies Division of National Communication Association Conference, Miami.

Torres, M.B., Rao, N., Lee, S., Pant, S., Rupert, D., & Beckett, C.S. (2002). Disclosure, truths, and half-truths in physician-patient communication: An exploration and comparison among Argentina, Brazil, India and the US. Paper presented at the National Communication Association Conference, New Orleans.

Pant, S., Rao, N., Lee, S., Rupert, D., Torres, M. B., & Beckett, C.S. (2001). Role of family in patient care: Physician narratives from Argentina, Brazil and India. Paper presented at the second SIETAR-USA Conference, Minneapolis, Minnesota.

Rupert, D., Rao, N. Lee, S., Pant, S., Torres, M. B., & Beckett, C.S. (2001). Physician’s definition of success in Argentina, Brazil and India. Paper presented at the second SIETAR-USA Conference, Minneapolis, Minnesota.

Rao, N., Lee, S., Pant, S., Rupert, D., & Torres. M. B. (2001). If your patient dies, have you failed? A cross‑cultural analysis of physician‑patient communication in Argentina, Brazil, India, and the United States. Paper presented at the second SIETAR-USA conference, Minneapolis.

Torres, M.B., Rao, N., Lee, S., Pant, S., Rupert, D., & Beckett, C.S. (2001). The concept of truth in physician-patient interaction: Exploratory data from Argentina, Brazil and India. Paper presented at the second SIETAR-USA Conference, Minneapolis, Minnesota.

Lee, S., Rao, N., Pant, S., Rupert, D., Torres, M.B., & Beckett, C.S. (2001). An exploratory analysis of the Multidimensional Health Beliefs Inventory in Argentina, Brazil and India. Paper presented at the second SIETAR-USA Conference, Minneapolis, Minnesota.

***COURSES TAUGHT***

**Ohio University, Athens, USA**

MDIA 6030 Qualitative Research Methods

MDIA 5176 Technology, Communication and Culture

MDIA 2113 Introduction to Social Media

COMS 4200 Gender and Communication

COMS 4100 Cross Cultural Communication

COMS 3410 Women and Health Communication

WS 100 Introduction to Women’s Studies

COMS 103 Fundamentals of Public Speaking

COMS 242 Communication in Interpersonal Relations

COMS 342 Communication and Persuasion

INCO 304 Principles and Techniques of Interviewing

INCO 410 Cross-Cultural Communication

WS 410/510 Global Feminisms (Undergrad-Grad)

**University of New Mexico, Albuquerque, USA**

C&J 557 Persuasion (Graduate)

WMST 331 Transnational Feminisms

WMST 331 Third World Women

WMST 379 Participatory Theater and Social Change

C&J 327 Persuasion and Communication

C&J 469 Multiculturalism, Gender, and Media

**Bangkok University, Thailand**

ICA 653 Intercultural Communication (Graduate)

ICA 611   Global Communication Theories (Graduate)

ICA 614 Global Communication Seminar (Graduate)

ICA 574   Professional Seminar in Applied Communication (Graduate)

ICA 413 Issues in Crises Management (Undergraduate)

ICA 215 Communication Planning and Management (Undergraduate)

CA 572 Mass Communication Theory (Graduate class, with Nagesh Rao)

**Zayed University, Abu Dhabi, United Arab Emirates.**

COM 230 Public Speaking and Professional Presentation

COM 401 Integrated Communication Planning and Strategy

**MICA, India**

Globalization and Creative Industries (PhD)

Communication Research Methodologies (PhD)

Participatory Theater for Social Change (PhD)

Communication Theories (PhD and MA)

Development Communication (PhD and MA)

Introduction to Fellow Program in Communication Studies (PhD)

Research Methodologies (PhD and MA)

Introduction to Theory Building (PhD)

Advanced Persuasion for Communication (MA)

***PROJECT EXPERIENCE***

**Principle Investigator, Johns Hopkins University Center for Communication Programs (JHUCCP), 2015**

I led a project for JHUCCP to enhance capabilities of women and men to access good quality and affordable family planning and reproductive health services embedded in smart phones distributed to maternal health workers in Bihar, India. I designed, implemented and led the field-based study for the project.

**Principle Investigator, Neo-liberal Discourses on Transnational Surrogacy, 2009-2012**

I led a team of scholars from University of New Mexico and University of Southern Denmark to India to interview surrogates who do not have access to safe health practices and are often left at the mercy of the health care providers and the benevolence of the clients. This project was partially funded by University of New Mexico, Albuquerque.

**Evaluation of UNICEF’s *Awaz Do* digital communication campaign to spread awareness about Right to Free and Compulsory Education, 2011**

The Awaaz Do on-line campaign was launched to mobilize Indian society to speak up for the more than eight million children currently out of school in the country. I was part of the team to evaluate the digital campaign. It was funded by KPMG, India.

**Principle Investigator,** **Entertainment-Education Effects of Radio Soap-Opera “*Taru*”, 2004**

I led a field-based project to assess the impact of a radio soap opera, “Taru” and how it affected its audience through processes of parasocial interaction, social learning and efficacy among young women listeners. This project was funded by Packard Foundation, Helen Lang Charitable Trust and Population Communications International.

**Principle Investigator, Entertainment-Education Effects of Radio Soap-Opera “*Tinka Tinka Sukh”,* 1997-2000**

I led a field-based project to assess the impact of a radio soap opera, “*Tinka Tinka Sukh”* on dowry-related violence in Uttar Pradesh, India. This project was funded byPackard Foundation and Population Communications International.

**Project Manager,** **An Analysis of Child Abuse and Media Consumption in Zanzibar.** **United Nations Children’s Fund (UNICEF), Zanzibar, Africa, 1996**

I was the project manager for UNICEF, Zanzibar and designed a project to understand the emerging trend of child abuse in the coastal region of Zanzibar. This project was funded by UNICEF.

# PROFESSIONAL WORKSHOPS

April 2015 Leading and Implementing Positive Deviance (Attended), Oxford, UK.

January 2015 Positive Deviance and Liberating Structures (Co-taught with Dr. Arvind Singhal), MICA, India.

Jan-Dec 2013 Communication Training and Workshop for Health Care Providers at Manipal Hospital, Bangalore titled, ‘Connection. Compassion. Concern: Effective Communication in a Hospital.”

January 2013 Taught “Participatory Theater for Development” at Mudra Institute of Communications Ahmedabad

December 2011 Taught “Participatory Theater for Development” at Indian Institute of Management, Ahmedabad (IIMA), India

September 2011 Attended “Participatory Theater: Engaging, Enabling & Empowering Communities” conducted by Media Matters, Deolali, Maharashtra, India

November 2010 Participated in Developing the Professional and Practice-based

Doctorate Workshop organized by UK Council for Graduate Education sponsored event, London, UK (November, 2010)

April 2009 Performing Culture: Local Narratives in Global Spaces. Conference workshop at theSIETAR-USA Conference, Raleigh Durham, North Carolina.

April 2004 Half day workshop with the pre-medical students at Northwestern University, Chicago (with Nagesh Rao, Arvind Singhal, & Mahesh Raju). Title: Simulated Medical Clinic.

November 2003 Three half-day workshop for medical students at Ohio University’s College of Medicine, Athens, Ohio (with Nagesh Rao).

Title: Delivering Effective Healthcare across Cultures.

October 2001Effective health care for the new millennium: An intercultural perspective. Pre-conference workshop at the secondSIETAR- USA Conference, Minneapolis, Minnesota (with Nagesh Rao)

June 2001 One day workshop for Ohio University’s College of Medicine, “Healthcare in a multicultural society” conference, Athens.

***PROFESSIONAL CLIENTS***

Manipal Group of Hospitals, India

KPMG, India

# PROFESSIONAL MEMBERSHIPS

International Communication Association

National Communication Association

International Studies Association

Society for International Education, Teaching and Research, U.S.A.

UK Council for Graduate Education

Professional Doctorate, Special Interest Group, UK.

***ADMINISTRATIVE POSITIONS***

1. **Member, Graduate Committee,** School of Media Arts and Studies, Ohio University
2. **Chairperson**, Fellow Programme in Management-Communication, MICA
3. Member of the **Editorial Advisory Board** of Middle East Media Educator (MEME)
4. **Guest Editor**, Media Asia